

How did you get involved in the project?

the WORK

the CRAFT

the TALENT

the INSPIRATION

the NEWS

the INSIGHT

the SHOWCASE

the FOCUS



I was approached by the agency Les Gros Mots to direct the film. Puy du Fou nau just received a couple of major industry awards and had been named the best theme park in the world, so strategically they wanted to take this opportunity to expand internationally and produce their first brand film.

I was immediately intrigued by the project. I have had several experiences making the first brand film for different companies, like Cartier (*Odyssey*), Shangri-La (*It's in Our Nature*), L'Oréal (*Colours*) and Louis Vuitton (*A Journey*). These projects were very different, but all very exciting to direct, as they allowed me to develop a strong visual language - sometimes more cinematic, sometimes more graphic - but every time based on the DNA, philosophy and heritage of the brand. That is why I really responded to this project.

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I wanted something very cinematic, with a slightly dark undertone - not exactly what you would normally find in theme park commercials.

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What was the initial brief?

The agency wanted to create a film around the idea of time travel. This seemed logical to me, as the main concept of Puy du Fou, which is quite unique in the theme-park world, is historical reconstruction. It is an immersive experience for the spectator as you literally travel from one period in history to another, not necessarily in chronological order.

You can discover the world of the Vikings and then be transported to the trenches of the First World War or onboard a legendary 18th-century explorer ship. So for me, irrespective of what the concept of the film was ultimately going to be, I felt the story should encapsulate that experience.

